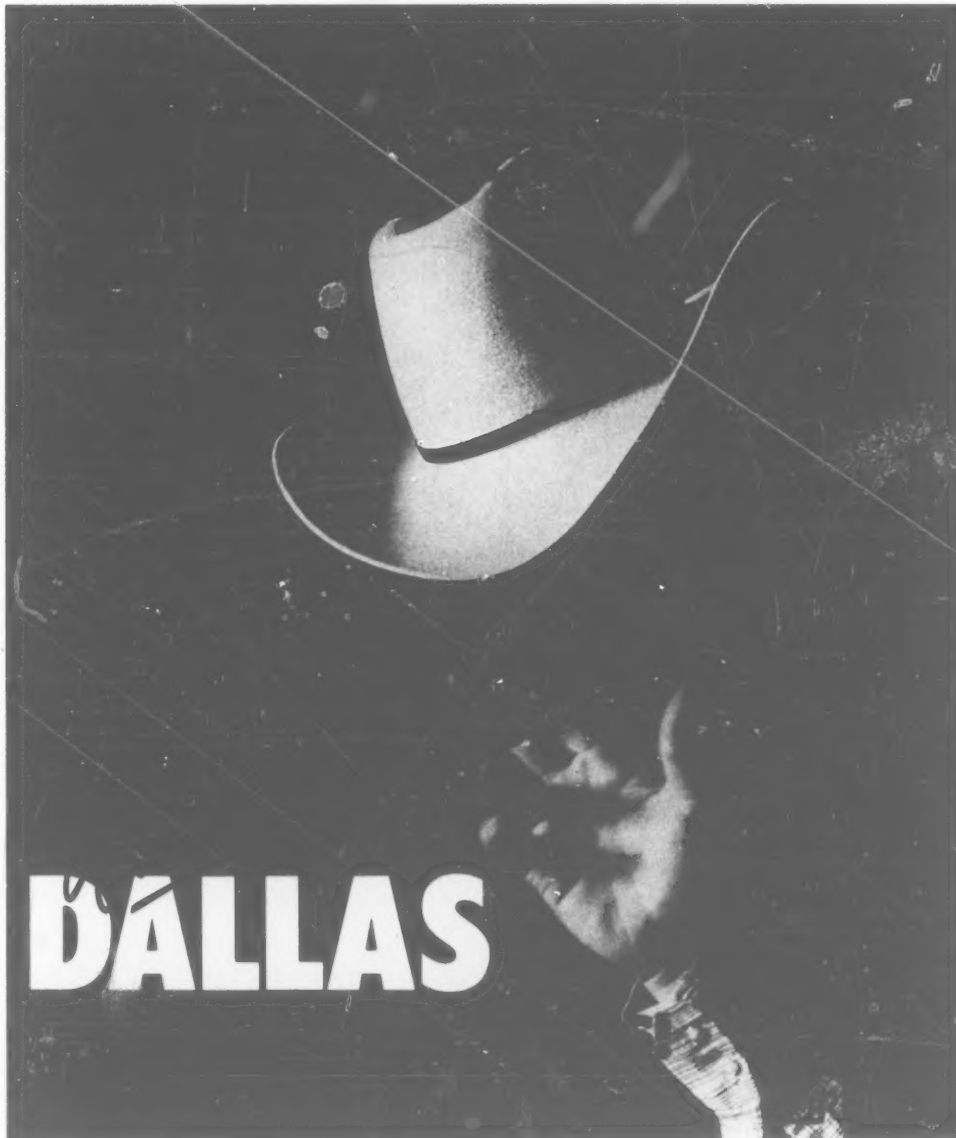


The Fifth Estate

3/2/84
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Broadcasting ⚡ Jan 30



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Broadcasting Jan 30

Financial interest-syndication talks stall Cities, cable industry back at negotiating table ABC wins '88 winter Olympics rights

FROZEN ASSETS □ ABC wins bidding rights to the 1988 winter Olympics for—that's right—\$309 million. **PAGE 39.**

DELAY OF GAME □ Computer foul-up leaves Super Bowl ratings a mystery; 47 rating—no record—predicted for contest. **PAGE 39.**

STALEMATE □ ABC, NBC give up on financial interest-syndication talks; little movement on CBS-Hollywood front as deadline nears. **PAGE 40.**

DEAVER IN COMMAND □ In the wake of David Gergen's departure, BROADCASTING talks with the President's new communications chief, Michael Deaver. **PAGE 42.**

BACK ON TRACK □ Cities agree to return to negotiating table with cable industry over deregulation measure. **PAGE 44.**

FIRST BUY □ Taft, Tribune, Gaylord and Chris-Craft may buy Australian mini-series, *Eden*, from Worldvision Enterprises. **PAGE 45.**

LOOKING FOR A PRESIDENT □ PBS hires executive search firm to find new chief. **PAGE 45.**

COMING ON STRONG □ Radio executives see medium picking up after slow business start in 1984. **PAGE 52.**

RAB MSC 84 □ Over 1,100 expected to attend RAB's Managing Sales Conference in Dallas. **PAGE 53.**

READING FIGURES □ Cable advertising, like TV broadcast, fell short of predicted growth in fourth quarter, but 1983 still saw 58% revenue increase overall. **PAGE 64.**

BORDER CRACKS □ Canadian report documents advertising loss to U.S. border stations since Canada changed tax law. **PAGE 66.**

SHOWDOWN □ Broadcasters and Los Angeles sheriff square off over public safety use of channel 19. **PAGE 68.**

OLYMPICTEXT □ Metromedia, Zenith, Sanyo, Harris, Taft, BBC and Ameritext join to form teletext venture for Los Angeles during summer Olympics. **PAGE 72.**

ANOTHER BUYER □ Netcom International purchases three transponders on Satcom IV for \$33 million. **PAGE 76.**

CAPITAL DBS □ USCI unveils Washington, Baltimore and Virginia direct broadcast satellite service. **PAGE 78.**

GROWING COMPETITION □ Federal advisory group set to recommend competition in international telecommunications with some modifications to protect Intelsat. **PAGE 80.**

ENLISTING SUPPORT □ Microband allies itself with Hispanic group that will apply for ITFS frequencies in major markets. **PAGE 84.**

BALLOTING TIME □ NAB board elections expected to see tight races. **PAGE 90.**

SWEEPS AMMUNITION □ Specials, Olympics to highlight February sweeps. **PAGE 94.**

BETTER THINGS □ Frank McDonald went into advertising to win a bet. Talk about payoff. **PAGE 119.**

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BEATS

HEAD-TO-HEAD

	PM R/SH	FF R/SH	PM RTG ADV
Philadelphia KYW-TV	10/16	8/13	+26
Minneapolis-St. Paul WCTH-TV	12/25	8/17	+60
Denver KGNU-TV	10/20	8/17	+25
Hartford-New Haven WFSB-TV	13/24	10/18	30
Portland, OR KOW-TV	12/23	10/20	+20
Birmingham WHAH-TV	20/36	7/12	+186
Providence WJAR-TV	17/31	15/27	+13
Wilkes-Barre, Schuylkill WNEP-TV	13/23	8/15	+63
Knoxville WATE-TV	15/25	13/21	+15
Green Bay WFRV-TV	11/21	4/7	+175
Baton Rouge WBRZ	20/34	11/19	+82

**GROUP W
PRODUCTIONS**
THE HOTTEST AT NATPE

and Anne Meara, they'll be lightened with a touch of humor. The husband-and-wife comedy team has written and recorded two fund-raising appeals for National Public Radio. The two pieces—one featuring the team as a psychiatrist and his patient and the other as the couple portraying themselves—urge listeners to contribute to public radio.

Sinatra in high places

Narbeth, Pa.-based Orange Productions' Sounds of Sinatra syndicated broadcast will be heard on Air Force One, the presidential aircraft, starting next spring, according to company president Lita Cohen. The two-hour weekly program, hosted by veteran radio personality Sid Mark, currently airs on 30 stations nationwide.

NBC on the move

All off-air personnel for NBC Radio Networks (excluding some top divisional executives) have moved from 30 Rockefeller Plaza in New York, headquarters of NBC Radio for the past 50 years, to new facilities at 1700 Broadway. NBC Radio's news operation and on-air talent are scheduled to move cross-town shortly, according to a company spokesman. The new home was originally built for ABC's SuperRadio service which was aborted in the summer of 1982 before starting service.

Ready to fly

Talk radio WABC(AM) New York has acquired exclusive broadcast rights for New York Jets football for the next three seasons (1984-86). The price tag reportedly is close to \$3 million. For the past five years, all-news WCBS(AM) has carried the Jets.

China setting

The National Radio Broadcasters Association (NRBA), through an arrangement with Radio Peking, is offering its member stations a "China Radio Study Tour" of the Peoples Republic of China from May 11 to May 29. The tour, which will cost \$3,126 per person, is being limited to 32 persons. Radio Peking will serve as host to the NRBA group as it visits Peking, Sian, Nanking, Shanghai and Hangchow, according to NRBA Executive Vice President Abe Voron.

Playback

ABC's Rock Radio Network will simulcast a one-hour David Bowie concert with Home Box Office Feb. 12. The concert was taped last September at the Pacific National Exhibition Coliseum in Vancouver, B.C. Stations signed thus far to air the performance include: WNEW-FM New York, KLOS(FM) Los Angeles, WLS-FM Chicago, WYSP(FM) Philadelphia and WBCN(FM) Boston.

□

Mutual Broadcasting has slated the week-

end of Feb. 4-5 for its three-hour Barbara Mandrell and T.G. Sheppard music/interview special. Hosting the event will be Lee Arnold, midday air personality at Mutual's WHN(AM) New York. Provo, Utah-based Broadcast International produced the broadcast.

□

The AP Radio Network will add three 90-second movie reviews to its program lineup beginning Feb. 3. The host will be film critic Chuck Rich, who most recently worked for AP Radio affiliate WTOP(AM) Washington. The three reviews will be fed to stations each Friday during the 11:32 a.m. (NYT) feed.

□

The Southern Educational Communications Association has received a \$125,000 grant from the National Endowment for the Arts for development of a series of 13 90-minute children's radio programs. The project, carried out by SECA in association with WUNC(FM) Chapel Hill, N.C., involves script development and production of a three-hour pilot episode of the series. The planning grant, from NEA's Media Program, will enable station-based and independent producers to prepare material for public radio's youngest audience.

□

Peter Wallach is hosting two barter features from Syndicated Program Productions of St. Louis. *Round One* is a talk show, also available for cash, directed to teen-agers and young adults, while *Critic-At-Large* is a 90-second commentary offered three times each week.

NAB finds 'typical' radio station had \$50,000 profit in '82

The National Association of Broadcasters has now provided an in-depth look at the healthy financial performance it reported earlier for the typical commercial radio station in 1982. It is a 112-table follow-up to the association's preliminary announcement late last summer (BROADCASTING, Sept. 12, 1983).

The NAB not only documents how the typical radio station turned a pre-tax profit of \$51,100 (up from \$15,800 in 1981), but also reports that the typical aural broadcaster expected a 10.6% increase in net operating revenues in 1983.

That \$51,100 pre-tax profit represents a 9.42% profit margin and stems from typical net revenues of \$542,300 with operating expenses of \$491,200.

The NAB's survey was based on usable questionnaire returns from 1,238 stations, a 20.3% response, representing 1,618 licensed radio facilities (combined AM-FM returns were counted as two stations).

In its finished report, the NAB augments national tables with breakdowns that reflect, by category, performances of AM, FM, AM-FM and daytime AM facilities as well as I-A 50 kw AM operations. Then data is reworked into supplementary tables according to market size and revenue size.

Those regroupings show that full-time AM stations nationwide had an average pre-tax profit of \$35,400; AM-FM's \$47,900; FM's \$104,400; daytime AM's \$12,200, and class I-A 50 kw AM's \$598,700.

The final block of tables in the report offers insight into the 1982 track records of stations according to format—adult contemporary, AOR, beautiful music, classical, country, ethnic, nostalgia, religious, top 40

and urban. In many of these, NAB warns that the samples used for the table are insufficient to be meaningful.

The radio survey is patterned on one conducted by NAB on typical television station revenues and expenses released late last year (BROADCASTING, Dec. 12, 1983).

Inquiries about the report should be directed to NAB Services, 1771 N Street, N.W., Washington 20036. □

Typical radio station revenue and expenses—1982

Revenue & Expense Items	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Middle 50% Range (\$)	
Total Time Sales:	562,500	100.0	282,700-	1,167,000
Network Compensation	0	0.0	0-	6,000
National & Regional Advertisers	79,200	14.1	21,300-	246,800
Local Advertisers	483,300	85.9	237,700-	885,500
Total Net Revenues	542,300		276,500-	1,062,100
Political Advertising Revenue	7,900		2,600-	18,100
Revenues Other Than Time Sales	1,100		0-	9,800
Trade-Outs & Barter	22,200		3,000-	65,200
Expenses:				
Engineering	29,700	6.1	14,400-	62,700
Program & Production	112,100	22.8	76,100-	223,600
News	25,900	5.3	12,000-	72,600
Sales	104,600	21.3	59,500-	240,300
Advertising & Promotion	28,600	5.8	7,400-	122,700
General & Administrative	190,300	38.7	125,000-	366,900
Total Expenses	491,200	100.0	258,200-	955,700
Salaries:				
Engineering	12,400	4.9	5,000-	27,200
Program & Production	72,900	29.1	52,200-	152,200
News	23,400	9.3	13,700-	65,000
Sales	77,800	31.1	46,000-	177,500
Advertising & Promotion	8,800	3.5	3,000-	19,700
General & Administrative	55,000	22.0	39,000-	106,400
Total Salaries	250,300	100.0	139,600-	454,000
Cost of Outside News Service	7,300		4,600-	11,100
Music License Fees	13,600		7,000-	27,300
Rating Services	2,300		0-	18,000
Travel & Entertainment	9,900		3,800-	20,700
Depreciation & Amortization	32,600		16,200-	69,400
Interest	2,500		0-	22,500
Utility Costs	13,700		6,900-	24,400
Bad Debt Expense	7,200		2,600-	18,400
Corporate Allocation Charges	0		0-	26,700
Employee Fringe Benefit Costs	22,700		8,700-	55,000
Station Insurance Costs	5,100		2,900-	9,100
Pre-Tax Profit	51,100		(18,000)-	163,600
Profit Margin		9.42%	(4.86%)-	24.21%
Fulltime Employment	14		9-	22
Parttime Employment	4		3-	6



BEATS

HEAD-TO-HEAD

	PM R/SH	ET R/SH	PM HD ADV
San Francisco KPIX	12/21	7/12	41
Boston WBZ TV	11/21	8/16	38
Pittsburgh KDKA TV	15/26	7/12	41.3
St. Louis KTVI TV	12/22	11/21	49
San Diego KFMB TV	12/23	11/22	49
Charlotte WBTV	17/28	13/22	43
New Orleans WWL TV	15/25	10/17	50
San Antonio KSAT TV	15/29	8/16	48
Wichita/Hutchinson KAKE TV	11/20	9/16	42
Albuquerque KOB TV	9/18	7/13	40
Rockford/Lynchburg WDBI TV	17/29	12/20	47
Los Angeles KFI TV	22/36	3/5	63
Boston KBCT TV	8/14	7/12	41

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Books For Broadcasters

T5213 HANDBOOK OF RADIO PUBLICITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

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CBS wins big with Super Bowl

Led by the Los Angeles Raiders and the Washington Redskins match-up in Super Bowl XVIII and the Super Bowl post-game show, CBS trounced the other two networks by a two-rating-point lead in prime time ratings for the week ended Jan. 22. Capturing the top spot for the 13th time in the 17-week-old season, CBS averaged a prime time rating of 19.3 and a share of 30, while ABC clocked a 17.5/27 and NBC placed third with 15/23, according to Nielsen.

The Super Bowl was the top-ranked program of the week with a 46/67 for its prime time overrun (7-8:20) and the post-game show ranked second with a 33.3/48.

Nonetheless, the Sunday ratings were still impressive enough to boost CBS's season-to-date average to 18.2/29, compared to ABC's 17.1/27 and NBC's 15.1/24. CBS has six of the top 10 shows for the week, while ABC had three and NBC one. ABC won Monday, Wednesday and Saturday nights; Sunday, Thursday and Friday went to CBS, and Tuesday, fueled by *A Team*, went to NBC.

NBC's premiere shows performed disappointingly. *Master*, which premiered on Friday (Jan. 20) at 8-9 p.m., tied for 50th place with a 13.2/20, while the debut of *Legmen* in the preceding hour fared worse with a 10.5/16, ranking 63d. And the second outing for NBC's *The New Show*, sank to 8/14 from its premiere 8.9/15 the week before. The second week of NBC's *TV Bloopers & Practical Jokes* and ABC's similarly structured program, *Foulups, Bleeps and Blunders*, slipped from their top-15 debut slots but remained in the top 20. Both shows, however, performed significantly better than the ones they replaced—*The Roustabouts* on NBC and *Just Our Luck* on ABC.

ABC's Monday night win was helped measurably by the *American Music Awards* special, which ABC said, at 27.4/41, was the highest average for any music awards broadcast in the past 10 years.

Although NBC's seventh-ranked *A Team* (24.7/35) gave it Tuesday night with an average 19.7/29.2, it lost the 9-11 p.m. block to CBS's *Tuesday Night Movie: The Seduction of Gina* (18.8/29). CBS came in second for the evening with an average 16.9/25 and ABC placed third with an average 15.3/23.

ABC took its customary first-place Wednesday-evening position with *Dynasty* and *Hotel*, and along with its 11th-ranked *Fall Guy*, delivered an average 22.9/34.6. CBS, pulled down by a lineup of programs that never achieved above an average 20 share each, came in third at 12.4/18.6. NBC, with its regular lineup of *Real People*, *Facts of Life*, *Night Court* and *St. Elsewhere*, managed to deliver an average 14.8/22.3 to place second for the evening.

CBS roared back to life Thursday night with its regular lineup of *Magnum P.I.*, *Simon & Simon* and *Knot's Landing* to rack up an average 22.7/34.

CBS, lifted by fifth-placed *Dallas* (26.2/40) and 13th-placed *Falcon Crest* (21.5/37), came in first on Friday with an average 21.8/35.

ABC captured Saturday night with an average 18.2/30.3, helped by a healthy 19.9/32 for *Love Boat* and 17.6/31 for *Fantasy Island*.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Super Bowl	CBS	46.0/67	36.	Facts of Life	NBC	16.1/23
2.	Super Bowl post-game	CBS	33.3/48	37.	Family Ties	NBC	16.0/23
3.	60 Minutes	CBS	32.7/46	38.	Gimme A Break	NBC	15.8/23
4.	American Music Awards	ABC	27.4/41	39.	Remington Steele	NBC	15.3/25
5.	Dallas	CBS	26.2/40	40.	A Matter of Sex	NBC	15.0/22
6.	Dynasty	ABC	24.8/36	41.	Oh Madeline	ABC	14.8/22
7.	A Team	NBC	24.7/35	42.	That's Incredible	ABC	14.6/21
8.	Simon & Simon	CBS	24.1/36	43.	20/20	ABC	14.3/23
9.	Magnum, P.I.	CBS	23.2/34	44.	Buffalo Bill	NBC	14.3/21
10.	Hotel	ABC	22.0/36	45.	Knight Rider	NBC	14.2/22
11.	Fall Guy	ABC	21.8/32	46.	Happy Days	ABC	13.9/19
12.	Airwolf	CBS	21.6/36	47.	Hart to Hart	ABC	13.8/23
13.	Falcon Crest	CBS	21.5/37	48.	Hardcastle & McCormick	ABC	13.5/19
14.	Knots Landing	CBS	20.9/33	49.	Night Court	NBC	13.4/20
15.	Webster	ABC	20.2/31	50.	Master*	NBC	13.2/20
16.	Love Boat	ABC	19.9/32	51.	Blue Thunder	ABC	13.2/20
17.	TV Bloopers	NBC	19.3/27	52.	Carbon Copy	CBS	13.1/20
18.	Riptide	NBC	19.0/27	53.	Mississippi	CBS	13.1/18
19.	Seduction of Gina	CBS	18.8/29	54.	The Kid With the 200 LQ.	NBC	12.7/18
20.	Foulups, Bleeps, Blunders	ABC	18.7/27	55.	Mama's Family	NBC	12.6/20
21.	Cheers	NBC	18.5/27	56.	St. Elsewhere	NBC	12.4/20
22.	Benson	ABC	18.4/29	57.	We Got It Made	NBC	12.3/20
23.	Silver Spoons	NBC	18.3/30	58.	Domestic Life	CBS	12.2/18
24.	Matt Houston	ABC	18.0/31	59.	Automan	ABC	12.0/18
25.	Scarecrow & Mrs. King	CBS	18.0/26	60.	Yellow Rose	NBC	11.8/21
26.	Hill Street Blues	NBC	17.8/28	61.	Making Love	CBS	11.8/20
27.	Dukes of Hazzard	CBS	17.7/28	62.	Emerald Point, N.A.S.	CBS	11.5/18
28.	AfterMASH	CBS	17.7/26	63.	Macquerade	ABC	11.5/17
29.	Fantasy Island	ABC	17.6/31	64.	Legmen*	NBC	10.6/16
30.	Diamonds Are Forever	ABC	17.4/27	65.	Empire	CBS	10.0/14
31.	Newhart	CBS	17.3/26	66.	Poor Richard	CBS	9.2/15
32.	Real People	NBC	17.3/25	67.	Ripley's Believe It Or Not	ABC	8.5/12
33.	T.J. Hooker	ABC	17.1/28	68.	New Show	NBC	8.0/14
34.	Diff'rent Strokes	NBC	16.7/28				
35.	Three's Company	ABC	16.7/24				

*Premiere episode.

- **Aberdeen, Wash.**—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 600 w, HAAT: 354 ft. Address: 753 Bloching Circle, Clayton, Calif. 94517. Counsel: Putrease & Hunsaker (Virginia). Principal is headed by Leonard D. Silva, minister. It also has app. 's for new noncommercial FM's at Bellingham, Longview and Olympia, all Washington. Filed Jan. 17.
- **Bellingham, Wash.**—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 100 w, HAAT: 1,380 ft. It also is applicant at Aberdeen, Wash. (see preceding app.). Filed Jan. 17.
- **Longview, Wash.**—Nathan Educational Broadcasting Foundation seeks 90.9 mhz, 600 w, HAAT: 274 ft. It also is applicant at Aberdeen, Wash. (see above). Filed Jan. 17.
- **Olympian, Wash.**—Nathan Educational Broadcasting Foundation seeks 90.5 mhz, 100 w, HAAT: 2,106 ft. It also is applicant at Aberdeen, Wash. (see above). Filed Jan. 17.
- **Casper, Wyo.**—Heritage Educational Foundation of Wyoming seeks 91.9 mhz, 600 w, HAAT: 167 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Counsel: Putrease & Hunsaker (Virginia). Principal is charitable trust headed by trustees including Nancy G. Mader, homemaker. It also has app. 's for new noncommercial FM's at Cheyenne, Gillette, Laramie and Rock Spring, all Wyoming. Filed Jan. 17.

TV's

- **Dover, Del.**—Delaware Citizens Communications seeks ch. 34; ERP: 14.8 kw vis., 1.48 kw aur., HAAT: 280 ft.; ant. height above ground 289.5 ft. Address: 122 North Front St., P.O. Box 864, Seaford, Del. 19973. Principal is nonprofit corporation which also owns WDPB-TV Seaford, Del. Filed Jan. 16.
- **Boca Raton, Fla.**—Goldcoast Educational Television System Inc. seeks ch. 63; ERP: 1,364 kw vis., 272.9 kw aur., HAAT: 728 ft.; ant. height above ground: 746 ft. Address: 255 East Las Olas Blvd., Ft. Lauderdale 33301. Principal is not-for-profit Florida corporation headed by Clinton D. Hamilton, president. Hamilton is executive vice president of Broward Community College. Filed Jan. 12.
- **Bowling Green, Ky.**—Western Kentucky University seeks ch. 59; ERP: 883.9 kw vis., 176.79 kw aur., HAAT: 680 ft.; ant. height above ground 599 ft. Address: Western Kentucky University, College Heights, Bowling Green, Ky. 42101. Principal is state university, which also owns co-located WKYU-FM and WDCL-FM Somerset, Ky., and has app. for new ITFS. It is headed by board of trustees, including Patsy Judd, executive director, Kentucky CATV Association. Filed Jan. 16.
- **Bad Axe, Mich.**—Delta College seeks ch. 55; ERP: 117.2 kw vis., 11.72 kw aur., HAAT: 353 ft.; ant. height above ground: 344 ft. Address: WUCM-TV Channel 19 Delta College, University, Mich. 48710. Principal is licensee of WUCM-FM-TV University Center, Mich. It is headed by Annette Deibel, chairman, who is housewife. Filed Jan. 16.
- **Burlington, N.J.**—Adelphi Broadcasting Corp. seeks deleted facilities of WKBS-TV Burlington. Address: 181 Christopher St., New York 10014. Principal is owned by six investors. Voting stock is owned by Andrea J. Cetera (50%), Barbara Anderson and Beverly Harper (25%). Cetera is vice president at Viacom Enterprises. Other investors include Robin Reibel, director of press and public relations, WNEV-TV Boston. Filed Jan. 4.
- **Burlington, N.J.**—Burlington Broadcasters Ltd. seeks ch. 48-; ERP: 1,888 kw vis., 189 kw aur., HAAT: 1107 ft.; ant. height above ground: 1,082 ft. Address: 59 Washington St., Fieldsboro, N.J. 08505. Principal is owned by group of investors, including Robert Barnett, general partner (12%), and Gordon A. MacInnes 8% as general partner, 35% as limited partner. MacInnes is former executive director of New Jersey Public Broadcasting Authority, where Barnett is now employed. Filed Jan. 4.
- **Burlington, N.J.**—Burlington 48 Inc. seeks ch. 48; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,079 ft.; ant. height above ground 1,054 ft. Address: 3500 Parkdale Ave., Baltimore 21211. Principal is majority owned by Julian S. Smith and Frederick M. Hines. They are also majority owners of WBFF-TV Baltimore, 45% owner of WPTT-TV Pittsburgh, and have interest in CP for ch. 38 at St. Petersburg, Fla., and in applicant for ch. 63 at Bloomington, Ind. Filed Jan. 4.
- **Claremore, Okla.**—Rogers State College seeks ch. 35-; ERP: 70.15 kw vis., 7.02 kw aur., HAAT: 474 ft.; ant. height above ground: 429 ft. Address: Rogers State College, Claremore, Okla. 74017. Principal is two-year tax supported college. It also owns co-located *KNGX-FM. Filed Jan. 16.
- **Norman, Okla.**—High Definition TV seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur., HAAT: 263.43 ft.; ant. height above ground: 271.35 ft. Address: 2500 Legion Drive, Knoxville, Tenn. 37920. Principal is owned by Charles J.

Thompson. Filed Jan. 12.

- **Norman, Okla.**—KUSA Brewer's Broadcasting Television seeks ch. 46; ERP: 3,210 kw vis., 321 kw aur., HAAT: 244.43 ft.; ant. height above ground: 252.35 ft. Address: 300 Mulvaney D-20, Knoxville, Tenn. Principal is owned by Allen Sheets. He is also applicant for new TV at Milwaukee and for 36 new LPTV's. Filed Jan. 12.
- **Norman, Okla.**—Powell Community TV seeks ch. 46; ERP: 2,970 kw vis., 297 kw aur., HAAT: 219.43 ft.; ant. height above ground 227.35 ft. Address: 100 Dana Circle, Lehigh Acres, Fla. 33936. Principal is owned by Harry C. Powell. He is also applicant for 22 new LPTV's and is also applicant for new TV's at Cape Coral, Fla.; Texarkana, Tex.; Dubuque, Iowa; Galeburg, Ill.; Tusculumbia, Ala.; Douglas, Ariz.; Urbana, Ill., and Milwaukee. Filed Jan. 12.
- **Norman, Okla.**—Dorothy A. Vaughan seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur., HAAT: 764.44 ft.; ant. height above ground: 772.35 ft. Address: 208 McFee Rd. Knoxville, Tenn. 37922. Filed Jan. 12.
- **Norman, Okla.**—Women in TV Ownership and Management seeks ch. 46; ERP: 4,760 kw vis., 476 kw aur., HAAT: 229.43 ft.; ant. height above ground: 237.35 ft. Address: 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal is owned by Peggy Sparks. She is also applicant for new TV's at Beaumont, Tex.; Fort Collins, Colo.; Waterown, N.Y.; Arcata, Calif., Milwaukee and is applicant for one new LPTV. Filed Jan. 12.
- **Carolina, P.R.**—Educational TV of Carolina seeks ch. 52; 55 kw vis., 3.5 kw aur., HAAT: 1,068 ft.; ant. height above ground 90 ft. Address: P.O. Box 8646, Humacao, P.R. 00661. Principal is owned by Samuel Lugo Perez (80%) and James Perna (20%). Perna also owns 20% of app. for new LPTV at Bayamon, P.R. Filed Nov. 23, 1983.
- **Ogden, Utah**—Weber State College seeks ch. 9+; ERP: 166 kw vis., HAAT: 2,920 ft. Address: 3750 Harrison Blvd., Ogden, Utah 84408. Principal is four-year undergraduate college, headed by Rodney H. Brady, president. Filed Dec. 12, 1983.
- ***Richland, Wash.**—Washington State Univ. seeks ch. 31; ERP: 10.17 kw vis., 1.017 kw aur., HAAT: 1,192 ft.; ant. height above ground: 445 feet. Address: Edward R. Murrow Communications Center. Principal is headed by Dennis L. Haarsager, manager of radio-television service. It is also permittee of colocated *KFAE-FM, and owns *KWSU-AM-TV and *KZUU-FM Pullman, Wash. Filed Jan. 16.
- **Superior, Wis.**—Dan Mahoney seeks ch. 40, 1,000 kw vis., 160 kw aur., HAAT: 532.08 ft.; ant. height above ground 244.2 ft. Address: 8 Arlington St., Auburn, Mass.

Summary of broadcasting
as of December 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,733	164	4,897
Commercial FM	3,527	415	3,942
Educational FM	1,122	176	1,298
Total Radio	9,382	755	10,137
FM translators	760	425	1,185
Commercial VHF TV	531	21	552
Commercial UHF TV	331	220	551
Educational VHF TV	114	4	118
Educational UHF TV	173	24	197
Total TV	1,149	269	1,418
VHF LPTV	185	81	266
UHF LPTV	67	91	158
Total LPTV	252	172	424
VHF translators	2,853	198	3,051
UHF translators	1,876	329	2,205
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

01501. Principal is also applicant for new TV's at Lake Worth, Fla.; Las Vegas; Waikuku, Wis., and Mobile, Ala. Filed Nov. 28, 1983.

Ownership changes

Applications

- **KDXY(FM)** (formerly KHIG(FM)) Paragould, Ark. (104.9 mhz, 3 kw, HAAT: 255 ft.)—Seeks assignment of license from Larry T. Coffman to New South Broadcasters for assumption of indebtedness, including \$450,000 note. This is third sale of station in as many years. Seller is owned by Larry T. Coffman, who has no other broadcast interests. Buyer is owned by Frederick D. Reagan, who also owns KXXA(AM) Monette, Ark. Filed Jan. 18.
- **WKEQ(AM)(CP)** Burnside, Ky. (910 khz, 500 w-D)—Seeks transfer of control of general partnership from John B. Begley to Lenn R. Pruitt for \$1. Filed Jan. 17.
- **WINN(AM)** Louisville, Ky. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from David R. Roederer, receiver, to Full Force Broadcasting Inc. for \$300,000, including noncompete agreement and assumption of \$250,000 note. Sale is subject also to approval of Jefferson (Kentucky) Circuit Court. Seller took over from previous licensee, Whatever's Fair Kentucky Inc., which bought station for approximately \$1 million ("Changing Hands," Aug. 6, 1979). Buyer is owned by Robert F. Bell, president (5%), and J. Thomas Hurvis, Riaz H. Wiraich, James A. Bryan and Steve Warrenfeltz (23.75% each). Bell is majority owner of WXLL(AM) Decatur, Ga.; WWUS(FM) Big Pine Key, Fla., and 100% owner of WJLD(AM) Fairfield (Birmingham), Ala. He also has one-third interest in WRBD(AM)-WCKO(FM) Pompano Beach, Fla. He and Hurvis each own 42.5% of WCLG(AM) Jacksonville, Fla. Hurvis also has 22% interest in WXLL. Filed Jan. 12.
- **WAGM-TV** Presque Isle, Me. (CBS, ABC and NBC; ch. 8; ERP: 58.9 kw vis., 5.37 kw aur., HAAT: 350 ft.)—Seeks assignment of license from Aroostook Broadcasting Co. to WAGM Inc. for approximately \$3 million, including \$1,760,000 cash. Sale includes 1,870 subscriber cable system at Houlton, Me. Seller, based in Portland, Me., is headed by Horace Hildreth, president. It also owns WABI-AM-TV and WBGW(FM) Bangor, Me.; WCJB-TV Gainesville, Fla., and cable systems in Maine, Massachusetts and New Hampshire. Buyer, based in Scranton, Pa., is headed by Thomas P. Shelburne, president, who controls majority of stock. It owned WNEP-TV Scranton-Wilkes Barre, Pa. Filed Dec. 21.
- **WBUX(AM)** Portage, Mich. (1560 khz, 1 kw-D)—Seeks transfer of control of Radio Michigan Ltd. from Radio Michigan Ltd. (100% before; 49% after) to Harry E. Burns (none before; 51% after) for consultation and advancing of funds "necessary to clear up financial obligations." Sellers, who include William E. McCarthy, Robert Dana Macvay, Henry M. Jennings and Keith P. Gensheimer, will have their holdings reduced by 51%. They also own majority of WKNX(AM) Saginaw, Mich.; WTVQ(FM) Peru, Ill., and WKTN(FM) Kenton, Ohio. Buyer is broadcast consultant. Filed Dec. 16.
- **WDDT(AM)** Greenville, Miss. (900 khz, 1 kw-D)—Seeks transfer of control of Clearwater Broadcasting from John T. Gibson Sr. and Betty W. Carter (50% each before; none after) to Don Manuel (none before; 100% after) for sum equal to four times company's assets as of April 30, 1983. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 4.
- **WXVT(TV)** Greenville, Miss. (CBS, ch. 15, ERP: 2,746 kw vis., 549 kw aur., HAAT: 887 ft.)—Seeks assignment of license from Big River Broadcasting Co. to Big River Broadcasting Co. for \$4.8 million. Seller is owned by group of Greenville-area businessmen. None have other broadcast interests. Buyer is principally owned by Andrew Stabler Jr., president; James H. Lamade, and Howard J. Lamade Jr. It also owns WLYC(AM)-WILQ(FM) Williamsport, Pa., and WCYB-TV Bristol, Va. Filed Jan. 16.
- **KBSI(TV)(CP)** Cape Girardeau, Mo. (ch. 23; ERP: 1,869 kw vis., 94 kw aur., HAAT: 592 ft., ant. height above ground 500 ft.)—Seeks transfer of control of Cape Girardeau Family Television from King W. Rogers III and Robert M. Rogers (13% each before; none after) to Media Central (34% before; 50% after) for \$10,500. Sellers also have 3 LPTV app. 's in Tennessee. Buyer is majority owned by Morton J. Kent and family. They also own KHAI-TV(CP) Honolulu, Hawaii; majority of WOAC(TV) Canton, Ohio, and WKCH-TV(CP) Knoxville, Tenn.; 60% of general partnership for KEKR-TV(CP) Kansas City, Mo., and interest with option to buy majority of CP's for new TV's at Jackson, Miss., and Huntsville, Ala. Filed Jan. 16.